

ORDER



Orders	Order / Rev:	169433
	Alt Order #:	06867269
	Product Desc:	THOMAS PETERFFY
	Estimate:	1549
	Flight Dates:	10/25/12 - 11/06/12
	Original Date / Rev:	10/24/12 / 10/24/12
	Order Type:	GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE:	Rachel Chason
Sales Office:	P-PHL
Sales Region:	National

Agency	Name:	Mentzer Media Services
	Buying Contact:	Anne Braunscheidel
	Billing Contact:	
		600 Fairmont Ave Ste 306
		Towson, MD 21286-1002

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Thomas Peterffy
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	3
	Revenue Codes:	AGY, POL, ISS

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	29	\$48,400.00	\$41,140.00
10/29/12	11/06/12	32	\$41,600.00	\$35,360.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	29	\$48,400.00	\$41,140.00	0.00
November 2012	32	\$41,600.00	\$35,360.00	0.00
Totals	61	\$90,000.00	\$76,500.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Rachel Chason			Start Of Order - End Of Order	100%

Order Share

KSTP-TV, LLC and KSAX-TV	50%	\$90,000.00
Market	100%	\$180,000.00

Competitive Share

CABLE	0%	\$0.00
KARE	50%	\$90,000.00
KMSP	0%	\$0.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
WCCO	0%	\$0.00
WFTC	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	M	10/25/12	10/26/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	- - - TF - -	1:00	3	\$1,600.00	1	0.00	NM	3	\$4,800.00
EW NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/22/12	10/28/12	- - - TF - -		3		\$1,600.00		0.00					
E 2	M	10/25/12	10/26/12	M-F Midday News M-F Midday News	CM	11a-12p	- - - TF - -	1:00	4	\$700.00	2	0.00	NM	4	\$2,800.00

KSTP-TV, LLC and KSAX-TV

Order / Rev: 169433
Alt Order #: 06867269
Flight Dates: 10/25/12 - 11/06/12

Advertiser: Thomas Peterffy
Product Desc: THOMAS PETERFFY
Estimate: 1549

KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	M	10/29/12	11/02/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	MTWTF--	1:00	4	\$1,600.00	1	0.00	NM	4	\$6,400.00
EW NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					4	\$1,600.00		0.00			
E 15	M	11/05/12	11/06/12	M-F 6-7a News M-F 6-7a News	CM	6-7a	MT-----	1:00	1	\$1,600.00	1	0.00	NM	1	\$1,600.00
EW NEWS 6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$1,600.00		0.00			
E 16	M	10/29/12	11/02/12	M-F Midday News M-F Midday News	CM	11a-12p	MTWTF--	1:00	5	\$700.00	2	0.00	NM	5	\$3,500.00
EW NEWS MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					5	\$700.00		0.00			
E 17	M	11/05/12	11/06/12	M-F Midday News M-F Midday News	CM	11a-12p	MT-----	1:00	1	\$700.00	2	0.00	NM	1	\$700.00
EW NEWS MIDDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$700.00		0.00			
E 18	M	10/29/12	11/02/12	M-F 3-4p Twin Cities Live	CM	3-4p	MTWTF--	1:00	6	\$450.00	2	0.00	NM	6	\$2,700.00
TWIN CITIES LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					6	\$450.00		0.00			
E 19	M	10/29/12	11/02/12	M-F 430-5p News 430p News	CM	430-5p	MTWTF--	1:00	3	\$900.00	2	0.00	NM	3	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					3	\$900.00		0.00			
E 20	M	10/29/12	11/02/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	1:00	3	\$2,400.00	2	0.00	NM	3	\$7,200.00
NEWS 630P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					3	\$2,400.00		0.00			
E 21	M	10/29/12	11/02/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	MTWTF--	1:00	3	\$2,800.00	2	0.00	NM	3	\$8,400.00
EW NEWS 10P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					3	\$2,800.00		0.00			
E 22	M	10/29/12	11/02/12	M-F 1035-1102p thru 1/ Nightline	CM	1035-1102p	MTWTF--	1:00	3	\$1,600.00	3	0.00	NM	3	\$4,800.00
NIGHTLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					3	\$1,600.00		0.00			
E 23	M	10/29/12	11/02/12	M-F 1102p News thru 1/ M-F 1102p News	CM	1102-1132p	MTWTF--	1:00	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--					3	\$1,200.00		0.00			
													Totals	61	\$90,000.00